

ABSTRACT OF THE DISCLOSURE

5 An audience measurement system determines the
likelihood that an audience member is in the audience of a
receiver during a particular day part. If the audience
member is not likely to be in the audience of the receiver
during that day part, the audience member is prompted to
enter an audience member identification. On the other hand,
10 if the audience member is likely to be in the audience of
the receiver during that day part, prompting of the audience
member to enter an audience member identification is
suppressed.